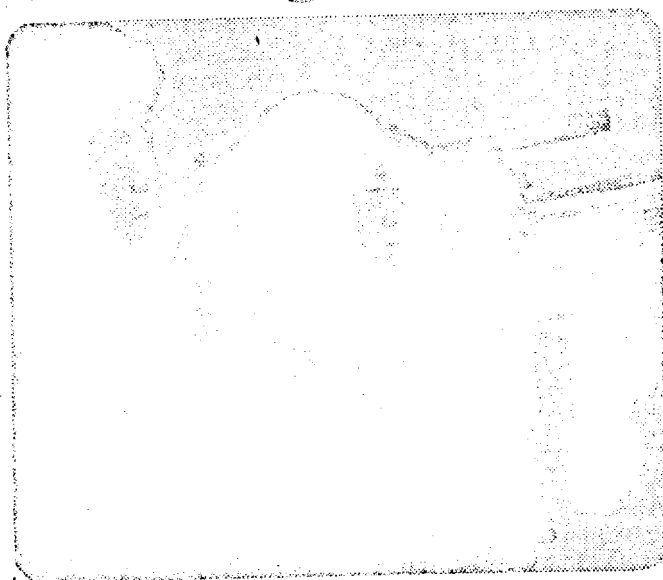


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ONE man's
china

China the way no westerner ever saw it before. It's grownup television.



"One Man's China." Seven half-hour programs in color. Filmed by Felix Greene. Available for showing now. From Time-Life Films.

No Westerner alive knows China as well as Felix Greene.

This British journalist and filmmaker has been visiting and reporting on the mainland for a decade. Among his impressive firsts—the first filmed interview with Chou En-lai.

Now he's back from five months in China with the most comprehensive, incisive—and yes, beautiful—film ever to emerge from that incredible land.

Greene and his cameras travelled the length and breadth of China, even penetrating those remote provinces that are usually closed to outsiders.

The ultimate China.

He filmed the Chinese army on tank manoeuvres in Manchuria; the exotic tribal minorities of Sinkiang; peasant families on the huge communes; schools, sports, arts, medicine (like acupuncture); the country's industry; the leaders and the common people.

More than any film before it, "One Man's China" is the living, breathing China of 800 million Chinese. It is, truly, the ultimate film on China.

The timing couldn't be better.

Nobody has to tell you about America's new fascination with China. And the more the

door opens, the more Americans want to see.

Which makes this a one-of-a-kind opportunity for you. By presenting "One Man's China," you'll reach a large, involved, intelligent audience. You'll earn (and deserve) the gratitude of all those people who want to see TV of quality and substance.

See one or two segments of "One Man's China." Then decide what this unique series can do for you. **And one man's election.**

At Time-Life Films, we're into all kinds of programming. The common denominator? It's grownup television. Which means it's mature in quality and content. Intelligent TV. TV that doesn't talk down to its audience, be they adults or kids.

Take "The Making of the President—1972." The latest of Theodore White's best-selling books will soon be ready for the home screen. (Our camera crews travelled with the candidates from New Hampshire to election day to Watergate.) You can sponsor it any time from September on.

Or join us in one of the new series we're developing based on Time-Life Books' "The Old West," and "The American Wilderness" and "This Fabulous Century."

Or what about...but why don't we sit down and talk programs? Grownup television. It's the wave of the present.

